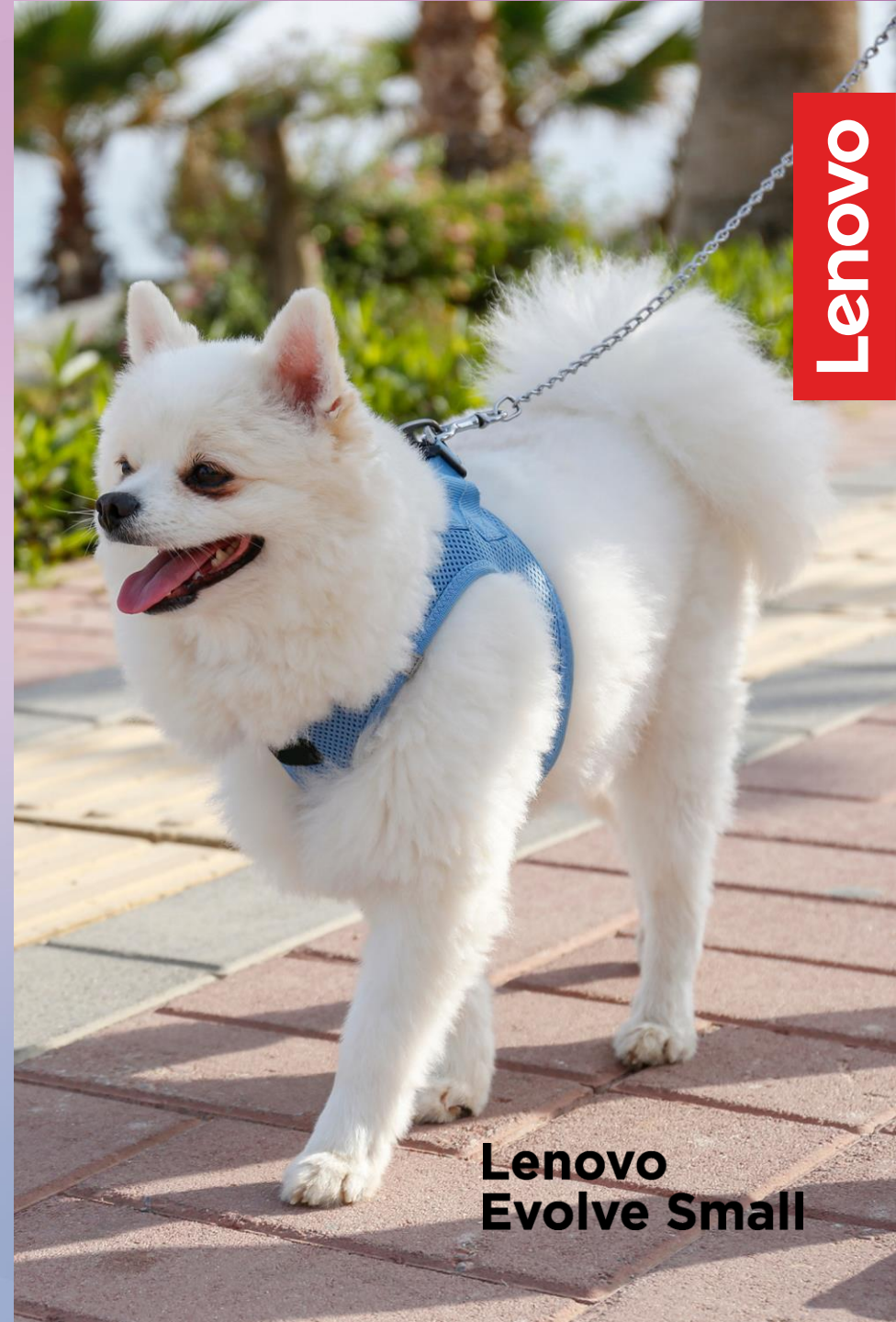


Professional Services | United States

Getting more tails wagging

Doggie Goddess Pet Services

With support from Lenovo, doggie daycare and boarding business Doggie Goddess is freeing up more time to care for four-legged friends and driving a citywide ad campaign to help grow its business.



Lenovo

Lenovo
Evolve Small

1

Customer
background

Who is Doggie Goddess Pet Services?

A black-owned and woman-operated doggie daycare and boarding business in Venice Boulevard, LA, Doggie Goddess Pet Services offers a completely cage-free environment for all dogs. Run by people with love and passion for dogs, the company offers engaging activities such as catch, fetch, chase, tug-of-war, as well as grooming, bathing and styling services.



2 The challenge

Traci Gilmore founded Doggie Goddess in 2009 when she saw a gap in the market for a trusted, cage-free daycare and boarding service for clients across Los Angeles.

Traci says: “It gives people real peace of mind that their dogs are being cared for in a place that feels like home. Something I always hear from our pet parents is how happy their dogs are to come stay with us—and one of my favorite things is seeing those waggy tails come through the door!”

2 The challenge

As a small business, Doggie Goddess knows the importance of using technology to reduce manual work and free its people to focus on face-to-face interactions with clients and their dogs.

“We use technology in a variety of ways, from managing bookings and doing accounting to keeping clients informed about how their dogs are doing throughout the day,” says Traci. “For example, we record videos and take pictures, which we send directly to clients and upload to social accounts.”

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“When I learned about the Lenovo Evolve Small program, I saw it as a big opportunity to grow my business. Coming out of the tough COVID-19 period, **new technology, advertising, and expert mentorship** was exactly what I was looking for. When I found out I’d won the Evolve Small Platinum award, I couldn’t believe it—I was just so grateful.”

Traci Gilmore

Founder, Doggie Goddess Pet Services

3 The solution

Giving small businesses a boost

The Evolve Small initiative is about more than just financial support—it's about helping businesses to transform and flourish. As a winner of the Platinum award, Doggie Goddess gets access to \$15,000 in grants, a \$10,000 technology package, expert mentorship sessions, and AI-customized ads fronted by Evolve Small ambassador Queen Latifah.

“When I saw that we’d get Queen Latifah to do an ad for Doggie Goddess, I was so excited,” says Traci. “I actually had the pleasure of taking care of her dogs many years ago. To have that come back to me tenfold really meant a lot to me.”

Hardware

Lenovo Legion Go
Lenovo Tab M10 Gen 3
Lenovo ThinkPad P14s Gen 4
Lenovo ThinkPad X12 Detachable
Lenovo ThinkPhone by Motorola

Services

Lenovo Premier Support

3 The solution

Harnessing tech to do more with less

Working with IT and AV technology partner [Golden Star Technology](#), Lenovo outfitted Doggie Goddess with brand-new IT systems—including Lenovo Legion Go, Lenovo Tab M10 Gen 3, and Lenovo ThinkPad X12 Detachable tablets.

“We received two top-of-the-line Lenovo dual-screen laptops, which allows us to multi-task much more easily,” says Traci. “We now take snaps of dogs at daycare using ThinkPhones instead of our personal devices, and use Lenovo Legion Go and Lenovo Tab M10 Gen 3 tablets to keep an eye on our camera feeds while we’re working in the back.”

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“Having **the new Lenovo devices makes everything so much easier.** If we’re doing feeding and we need to check if a dog gets a specific meal, we don’t have to run up to the front anymore to find that information. And with a device for each member of the team, there’s **no more waiting in line to access our systems.**”

Traci Gilmore

Founder, Doggie Goddess Pet Services

4 The results

With Lenovo technology, Doggie Goddess is freeing up more time to spend caring for canine guests. “Our Lenovo solutions are really cool because they allow us to be much more efficient in everything that we do,” says Traci. “If we’re doing grooming, we’re still able to access our cameras because we can just set up the tablet while we’re back there. I can even sit with the dogs and play with them while I get work done and answer customer questions.”



Improves employee efficiency



Frees up time for customer service



Drives growth with citywide ad campaign

4 The results

Forging valuable mentoring relationships

As well as saving time, the Lenovo Evolve Small program has connected Doggie Goddess with valuable mentorship from Goodie Nation. “Myself and the other Platinum award winners get together every Monday morning to go over things we’ve encountered in the previous week and reflect on how we can improve,” says Traci. “The community already inspired me to create new add-on services for boarding, including special treats and extra walks.”

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“Working with the Lenovo Evolve Small program has been amazing. Everyone’s been extremely helpful, very understanding, and super patient with me as I learnt everything that was offered in the Platinum package. It really made me feel like **we are family and I’m not alone.**”

Traci Gilmore

Founder, Doggie Goddess Pet Services

Why Lenovo?

With Lenovo Evolve Small, Doggie Goddess gets a powerful combination of modern technology, insightful mentorship, and creative branding and advertising services.

Katie Reed, Evolve Small Ambassador at Lenovo, says: “Traci’s energy is so kinetic, and I could feel her love for dogs was the passion driving the company. We wanted to be part of that, and do what we could to help her promote her brand in new and exciting ways. One of the things we did was work with Gold Star Technology to laser etch her logo directly onto the new devices—raising the profile of Doggie Goddess at trade shows and community events.”



“We are an LA-based IT and AV reseller and solutions provider, offering everything from laptops, PCs, peripherals, data center systems, networking, and end-to-end AV solutions and services. Through our partnership **with the Lenovo Evolve Small program, we’re honored to support small businesses here in Southern California.** We were very excited to provide Traci with modern devices, so she can focus on taking care of our four-legged friends.”

Henry Ngo

Senior VP, Golden Star Technology

How can small businesses reach a bigger audience?

With Lenovo Evolve Small, Doggie Goddess is driving an AI-powered ad campaign to build its business.

[Explore Lenovo Evolve Small](#)